

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. **(currently amended)** An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, wherein the advertisement included in the e-mail is convertible between an inactivated state and an activated state, and vice versa, by an activating member provided separately from the advertisement and also included in the email;

delivering first information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, ~~to record it therein~~ and recording the first information in the e-mail server;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

the receiving part selectively activating the advertisement included in the e-mail to see [[it]] the advertisement;

transmitting second information on viewing of the advertisement from the receiving part's client PC to the e-mail server, ~~to record it therein~~ and recording the second information in the e-mail server; and

configuring the e-mail server to compensate the transmitting and receiving parts for viewing the advertisement on the basis of the first and second information ~~on the transmission of the e-mail and the information on viewing of the advertisement.~~

2. (canceled)

3. **(currently amended)** An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the e-mail server presenting a plurality of e-mail pages, each of which includes an advertisement, to the transmitting part;

the transmitting part selecting one e-mail page among the plurality of e-mail pages;

the transmitting part downloading [[an]] the selected e-mail page and the included ~~including an~~ advertisement from the e-mail server, and adding messages he/she wants to send to the selected and downloaded email page to compose an email thereto, ~~wherein the advertisement included in the e-mail is chosen by the transmitting part among a plurality of advertisements available at said e-mail server;~~

the transmitting part sending the e-mail and including the included advertisement from the transmitting part's client PC to the e-mail server, wherein the advertisement included in the e-mail is convertible between an inactivated state and an activated state;

the e-mail server transmitting the e-mail to the receiving part's client PC, and storing first information on the transmission of the e-mail ~~therein;~~

the receiving part receiving the e-mail and including the included advertisement using the receiving part's client PC;

the receiving part selectively activating the advertisement included in the e-mail to view ~~[[it]]~~ the advertisement;

transmitting second information on viewing of the advertisement from the receiving part's client PC to the e-mail server, ~~to record it therein~~ and recording the second information in the e-mail server; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the first and second information ~~on the transmission of the e-mail and the information on viewing of the advertisement~~.

4. **(currently amended)** An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the e-mail server presenting a plurality of e-mail pages, each of which includes an advertisement, to the transmitting part;

the transmitting part selecting one e-mail page among the plurality of e-mail pages;

the transmitting part downloading ~~[[an]]~~ the selected e-mail page and the included ~~including an~~ advertisement from the e-mail server, and adding messages he/she wants to send to the selected and downloaded email page to compose an email thereto;

the transmitting part sending the e-mail and including the included advertisement from the transmitting part's client PC to the e-mail server, ~~the advertisement being a part of the e-mail main screen~~;

the e-mail server transmitting the e-mail to the receiving part's client PC, and storing first information on the transmission of the e-mail ~~therein~~;

the receiving part receiving and opening the e-mail and including the included advertisement using the receiving part's client PC, wherein, when the email is received and opened by the receiving part, the advertisement, an activating member and a body of said email are displayed together in an email main screen, and wherein the advertisement displayed in the email main screen is hidden from being viewed in said email main screen upon activation of said activating member;

transmitting second information on the reception of the e-mail from the receiving part's client PC to the e-mail server, ~~to record it therein~~ and recording the second information in the e-mail server; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the first and second information ~~on the transmission of the e-mail and the information on the reception of the e-mail.~~

5. **(currently amended)** The method as claimed in claim 1, wherein the advertisement included in the e-mail is chosen by the transmitting part among a plurality of advertisements presented by the e-mail server to the transmitting part.

6. (previously presented) The method as claimed in claim 1, wherein the advertisement includes a lottery ticket.

7. (previously presented) The method as claimed in claim 1, further comprising either preventing the transmitting part from sending a spam mail of a membership or paying no compensation money to a member having the membership, the compensation money being for compensating the transmitting part for viewing the advertisement, the compensation money being saved up previously.

8. (previously presented) The method as claimed in claim 1, further comprising the step of the transmitting part configured to download an e-mail including an advertisement from the e-mail server and adding message he/she wants to send thereto, before the step of sending the e-mail including the advertisement from the transmitting part's client PC to the receiving part's client PC.

9. **(currently amended)** The method as claimed in claim 1, wherein the first information on the transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the second information on viewing of the advertisement is automatically transmitted from the receiving part's client PC to the e-mail server.

10-11. (canceled)

12. **(currently amended)** An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, wherein the advertisement included in the e-mail is convertible between an inactivated state and an activated state by an activating member provided separately from the advertisement and also included in the email;

delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

the receiving part selectively activating the advertisement included in the e-mail to see it;

transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it therein; and

configuring the e-mail server to compensate the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on viewing of the advertisement;

~~The method as claimed in claim 1,~~ the method further comprising:

displaying the activating member and a body of said email together in an email main screen when the email is received and opened by the receiving part; and

in response to the receiving part's activation of the activating member, either

switching the advertisement from the inactivated state to the activated state and displaying the advertisement together with the activating member and the body of said email in said email main screen, or

switching the advertisement from the activated state to the inactivated state and hiding the advertisement from being viewed in said email main screen.

13. **(currently amended)** The method as claimed in claim 12, wherein the advertisement is included in the email in the inactivated state, and is hidden from being viewed in said email main screen when the email is opened by the receiving part for the first time; and

in response to the receiving part's activation of the activating member, the advertisement is switched from the inactivated state to the activated state and displayed together with the activating member and the body of said email in said email main screen.

14. **(currently amended)** The method as claimed in claim 12, wherein the advertisement is included in the email in the activated state, and is displayed along side the activating member and the body of said email when the email is opened by the receiving part for the first time; and

in response to the receiving part's activation of the activating member, the advertisement is switched from the activated state to the inactivated state and hidden from being viewed in said email main screen.

15. (previously presented) The method as claimed in claim 12, wherein said activating member is a clickable button.

16. (previously presented) The method as claimed in claim 13, wherein said activating member is a clickable button.

17. (previously presented) The method as claimed in claim 14, wherein said activating member is a clickable button.

18. **(new)** The method as claimed in claim 3, wherein the advertisement included in the e-mail is convertible between the inactivated state and the activated state, and vice versa, by an activating member provided separately from the advertisement and also included in the email.

19. **(new)** The method as claimed in claim 18, further comprising displaying the activating member and a body of said email together in an email main screen when the email is received and opened by the receiving part;

wherein

the advertisement is included in the email in the inactivated state, and is hidden from being viewed in said email main screen when the email is opened by the receiving part for the first time; and

in response to the receiving part's activation of the activating member, the advertisement is switched from the inactivated state to the activated state and displayed together with the activating member and the body of said email in said email main screen.

20. **(new)** The method as claimed in claim 18, further comprising displaying the activating member and a body of said email together in an email main screen when the email is received and opened by the receiving part;

wherein

the advertisement is included in the email in the activated state, and is displayed along side the activating member and the body of said email when the email is opened by the receiving part for the first time; and

in response to the receiving part's activation of the activating member, the advertisement is switched from the activated state to the inactivated state and hidden from being viewed in said email main screen.